



MISSOURI BACK-TO-SCHOOL

**TAX FREE
WEEKEND**

IS FRIDAY, AUG. 1 THROUGH
SUNDAY, AUG. 3

PLANNED SPENDING & BUYING

SCHOOLS

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$6.6 BILLION	95%
CLOTHING	\$11.4 BILLION	95%
SHOES	\$7.8 BILLION	91%
ELECTRONICS	\$13.6 BILLION	67%

COLLEGE

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$6.2 BILLION	93%
CLOTHING	\$11.1 BILLION	88%
PERSONAL CARE	\$7.9 BILLION	86%
SHOES	\$7.5 BILLION	84%
FOOD	\$9.4 BILLION	83%
ELECTRONICS	\$20.7 BILLION	69%
BRANDED GEAR	\$6.1 BILLION	67%
FURNISHINGS	\$12.8 BILLION	65%
GIFT CARDS	\$7.0 BILLION	55%

U.S. BACK-TO-SCHOOL SPENDING



\$858

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR GRADES K-12.



\$39.4 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR GRADES K-12.



\$1,326

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR COLLEGE.



\$88.8 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR COLLEGE.

THE NUMBER OF
ELECTRONICS AND
APPLIANCE STORES
IN MISSOURI, WHICH HAVE
MORE THAN 6,000 EMPLOYEES AND PAY
AN AVERAGE WEEKLY WAGE OF \$1,145.

686

TWO-THIRDS OF BACK-TO-SCHOOL SHOPPERS HAD
ALREADY BEGUN PURCHASING ITEMS FOR THE UPCOM-
ING SCHOOL YEAR AS OF EARLY JULY. THE EARLY START
IS UP FROM 55% LAST YEAR AND IS THE HIGHEST SINCE
TRACKING EARLY SHOPPING BEGAN IN 2018.

- NATIONAL RETAIL FEDERATION AND PROSPER INSIGHTS
& ANALYTICS, BACK-TO-SCHOOL SURVEY

